

A METHOD AND SYSTEM FOR SUPPLEMENTING TELEVISION PROGRAMMING WITH E-MAILED MAGAZINES

ABSTRACT OF THE DISCLOSURE

5 An interactive television system and method for generating video programming
combined with triggers and then, in turn, for viewing that video programming as the
triggers present information associated with the triggers. When triggered by the viewer,
the remote control will generate a request using a user interface coupled to at least one of
the set top box or the television, the request being based on a user selection of the
presented information associated with the triggers; that request will retrieve information
10 at the request processing system based on the generated request; and present the retrieved
information that is based on the request at a user computer system coupled to the request
processing system.